



APPLIES TO ACADEMIC YEAR 2004/2005

## INS 2403 Public Relations Campaign Strategies

### Program

Bachelor's Program in Marketing - Information and Public Relations

### Responsible for the course

Peggy S Brønn

### Department

Communication - Culture and Languages

### Term

According to study plan

### ECTS Credits

15

This is the capstone course in the Public Relations sequence in which you will put into practice all of the academic and creative knowledge you have amassed in your education at NMH. At the conclusion of this course you will have developed a comprehensive integrated communications campaign for a client and made a formal presentation to the client management. The course will take an integrated communication approach to campaign planning.

### Objective

To acquaint students with the practicalities of researching, adapting, implementing and evaluating an integrated communications campaign that is designed either to inform, influence attitudes or to achieve a desired behavior. They will learn how to research, set objectives, build programs and evaluate results. Further, they will learn how to present the campaign to a client through both oral and written presentations.

### Prerequisites

Completed 2nd year Public Relations program.

### Compulsory literature

Kendall, R. (1997), Public Relations Campaign Strategies: Planning for Implementation (2nd edition), Addison-Wesley, US.

Sayre, S. (2002), Campaign Planner for Promotion and IMC, Southwestern-Thomson Learning, Cinn. OH. Article compendium.

### Recommended literature

None.

### Course outline

- Summary/Review of public relations study to date
- Introduction to Public Relations campaign strategies
- Types of Campaigns
  - Public Communication Campaigns
  - Issues Campaigns
  - Marketing PR Campaigns
  - Internal Campaigns
  - Educational Campaigns
- Research for Campaign Planning
- Outline and Steps in Research Procedures
- Building the Campaign Plan
  - Adaptation Stage
  - Implementation Strategy
  - Evaluation
- Presenting and Implementing the Plan
  - Preparing the Presentation
  - Executing the Plan

### Computer-based tools

Students must have knowledge of basic Microsoft Office Programs. They must also be able to use the internet for research purposes.

**Course structure**

The first part of the course in the fall will introduce the students to the 4-step process of developing campaign strategies, including discussing the many different types of campaigns. Cases will be used to illustrate some campaigns supplemented by guest lecturers. In the second part of the course, the class will function as an agency, and student groups will develop a strategic communication campaign plan for a selected organization, issue, cause, etc. The lecturer will be in the role of supervisor for the student agencies. Class attendance is critical and students not attending class will be penalized as part of a peer review process. Classes will be scheduled as needed in spring quarter for planning and checking in. Students will be chosen by the instructor through a competitive process to act as agency heads and other students must submit their 'cvs' to be hired. The number of agencies will depend on the size of the class. Students will work in groups of 4-5.

**Evaluation**

A final grade will be given upon completion of the entire course.

Part 1 - A written 3-hour pass/fail exam will be given at the end of the first semester.

Part 2 - Individual written group progress reports of 2-4 pages over the 2 semesters based on the students' plan book, including ability to meet deadlines - 20% (the number of progress reports and the delivery dates will be determined by the lecturer underway)

Part 3 - 2-3 page written group peer evaluation -- based on quality of own comments and comments from peers -- to be delivered at the end of the course - 10%;

Part 4 - Final group campaign project, including written report (50%) and presentation to the client (20%). Students can work in groups of up to 5.

Each section being graded will be given a certain number of points corresponding to the percentage weight. Accumulated points will determine the grade for the course.

**Evaluation code(s)**

INS 24031 Public Relations Campaign Strategies, Process Evaluation counts for 100% of the total grade in INS2403, 15 credits.

**Aids at the examination**

Power point and various media as appropriate.

**Makeup exam**

A re-sit is held in at the next scheduled exam in the course. Students who are taking new exam must take the course all over including all parts of evaluation.